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## 55th Annual Meeting Horticultural Society Outstanding....

BY S. LLOYD FRISBIE

This writer along with everyone else interested in the Florida State Horticultural Society was most agreeably surprised at the fine attendance at the 55th annual meeting of the Society held in West Palm Beach, April 21st through the 23rd.

While there were a number of faces which have become familiar at the annual gatherings of the Society which were missing this year, the attendance on the other hand was representative of every section of the state and the registration was surprisingly large.

And it was plainly evident that the large group in attendance were anxious to absorb as much of the information which was brought to them by the various speakers as they possibly could.

Meetings were well attended from the very start until the last session held Thursday afternoon.

Florida's horticulturists made it very plain by their attitude that they realized that a world crisis existed in which their part was to play a most important role. They wanted to know what was going to be required of them — what handicaps they were going to have to overcome in producing the food and fruit

supplies which were going to play a vital part in maintaining health not only among our armed forces, but among the vast civilian population on the home front.

The growers appeared to realize the critical need of learning everything possible about keeping up production levels even though there might be certain shortages of vital plant food materials — and they were provided with many valuable bits of counsel. Dr. Camp, for instance, stressed the need of making the most of minor elements to care for the present shortage in nitrogen.

A particularly interesting phase of the program was the morning devoted to addresses by those members of the state defense council whose work is directly tied in with the production and transportation phases of agriculture. A clear summary of this phase of the growers' problems is outlined in an address made by L. H. Kramer, state chairman of the division of agriculture, reproduced elsewhere in this publication.

Everyone in attendance recognized the full significance of the problems with which they are already faced and which they are going to be obliged to face for the duration of the war. It was heartening to get the reactions of many members. Most of them realized the handicaps under which they were going to have to op-

erate in the future, but they were fully determined that nothing should be able to stop them in their job of providing Uncle Sam and his allies with the fruit and food supplies needed.

Particularly pertinent was the address of Miss Mary I. Barber, food advisor to the U. S. Army, who told of the vital part which citrus fruit plays in the diet of our armed forces.

This little lady who is recognized as one of the nation's outstanding experts on diet, has as a part of her job the outlining of menus for the army. Talented not only as a dietitian, but as a human and gifted speaker, she told of the vast amount of citrus fruit which is now being used by the army and of the valuable vitamin content which this fruit supplied our men in the army.

Less effort and time was devoted in the meeting held last week to provide entertainment for those present, but none of those in attendance appeared to miss this phase of the program.

In addition to the meetings of the Horticultural Society, the Soil Science Society was in session all day Tuesday and the Krome Memorial Institute and the Vegetable Division of the Society were in attendance. All of the meetings in each group were well attended.

# Growers And Experts Tour Citrus Groves

J. FRANCIS COOPER  
Extension Editor  
Florida College of Agriculture

With low fruit prices and consequent hard sledding during the past few years, Florida citrus growers have given increasing attention to management practices which decrease costs and returns. In many cases

in he may be spending too much money or realizing too little income. He can then take steps to strengthen the weak points.

Mr. Howard summarizes the records each year, and furnishes each

producing counties are represented.

In December the economist, in cooperation with County Agent W. P. Hayman in Polk and County Agent R. E. Norris in Lake, conducted interested growers on tours of two groves in each county. Records of the groves were presented, and the visitors could see for themselves what the situation was in each grove. He selected one small and one large grove in each county.

I made the tour in Lake County and took a few notes which may be of interest to Citrus Industry readers.

## The Nicholas Grove

The first Lake County grove visited was the Nicholas grove near Lady Lake, a 10-acre grove with 24-year old trees of which 55 percent are Marsh Seedless grapefruit, 35 percent Parson Brown and 10 percent Valencias. Here was rather clear-cut evidence that management can make a difference in returns from a small grove. J. H. Williams of Leesburg had had the grove under his supervision since 1936. The absentee owner, a Reverend Mr. Nicholas, had been paying out on the grove almost continuously up to that time.

The soil is uniform and fairly good sand, underlaid with clay, and no irrigation has been necessary. Mr. Williams is a great believer in a



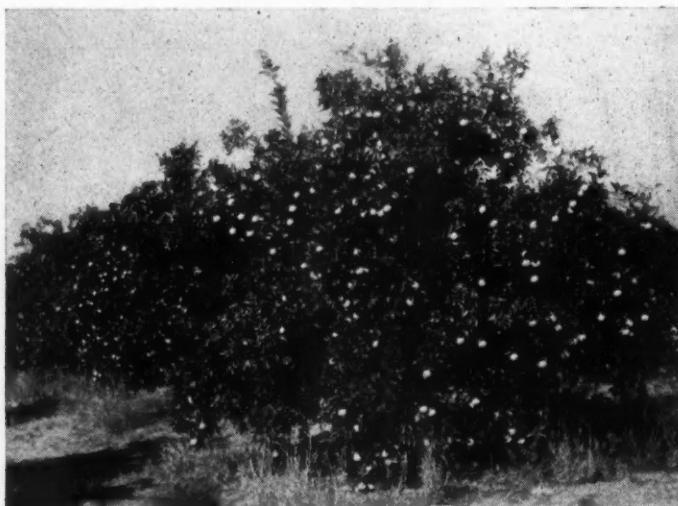
J. H. Williams has upped production and lowered costs in the Nicholas Grove. He believes in using plenty of fertilizer.

small groves have become liabilities rather than assets, and larger groves have become much less profitable than they were in the days when citrus fruits were selling high on the market.

More and more it has become apparent that proper management pays good dividends in the citrus grove, whether the grove be small or large. And management includes a number of different things. An owner or caretaker may be good in several lines, weak in only one. But the point may be an important factor in determining profits or losses. It is necessary to be up to snuff all the way around.

And guessing no longer will suffice. It is necessary to know. With that in mind, several years ago R. H. Howard, farm management specialist with the Agricultural Extension Service, inaugurated a citrus records project which is supplying the grove management answers. The records tell the complete story and show the grower wherein his management system may be weak, where-

cooperator with a copy of the summary for use in comparing his own records with the averages. Growers who keep records are located principally in Polk, Lake and Orange counties, but nearly all other citrus



Trees in the Nicholas Grove are very productive

slight variation of the old motto so dear to hearts of good cooks — "feed the brute." He believes in feeding the trees and letting them fight most of their own battles against pests and adverse conditions. County Agent Norris said he finally had to tell Mr.

and a disking in December. His cultivation costs have averaged \$1.04 against an average for all records of \$5.54. Mowing and chopping have added another 89 cents per acre.

No cover crops are planted, but all natural growth is encouraged.

of the trees, which have been well fed, to take care of insects and diseases. He sprayed the grove once in five years for six-spotted mites, but usually dusts two or three times a year. His average costs for insect and disease control have been \$5.45 a year, all records have revealed an average of \$4.54.

Costs of pruning and removing brush on the Nicholas grove has averaged \$2.22 a year, on all groves \$4.83. Perhaps by keeping the trees healthy and growing he has less pruning to do.

Total cash costs per acre annually have averaged \$52.38 on the Nicholas grove for the past four years, as against \$46.88 for all groves in the record project. But fruit returns per acre have averaged \$138.58 and \$99.64, respectively, and net returns to the grower have been \$86.20 and \$52.76.

#### The Stein Grove

The second Lake county grove visited was the Stein grove, near Howey, which was a larger grove where an entirely different system of management was followed with equal success. Managed by Jerry Booth of Tavares, it returned a net average of \$155.36 per acre for five years to its owner, compared with a state average of \$45.05.

Located on the shore of Little Lake Harris, this grove is irrigated. It has 34 percent Parson Brown oranges, 19.6 percent Valencias, 10.7 percent seedling oranges, 29 percent Marsh Seedless grapefruit, and 6 percent common grapefruit. Average age of the trees is 22 years.

The grove is on a slope and the trees so nearly cover the ground that

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O. B. Smith, President of the Lake County Horticultural Association, examines some fruit in the Stein Grove.

Williams, when he inquired as to fertilizer recommendations for the Nicholas grove, to use about two-thirds as much fertilizer as the grove needed, because he knew Mr. Williams was going to increase his recommendations by 50 percent.

Here is the record of fertilization on the grove: Fall of 1937, a 15-0-4 mixture; spring of 1938, nothing; summer of 1938, 9-3-12; fall of 1938, 15-4-14; spring of 1938, 16-0-0; summer of 1939, 10-0-15 and 1,000 pounds dolomite per acre; fall of 1939, 15-0-14; spring of 1940, including copper, zinc and manganese; summer of 1940, 8-5-10 and 1,000 pounds dolomite per acre; fall of 1940, nothing; spring of 1941, 10-0-12 (including Cu., Zn., Mn.); and summer of 1941, 8-0-10 and 1,000 pounds dolomite per acre.

Because the grove is fertilized heavily, its costs for fertilizer run about one-third higher than the average for all groves in the records study. For four years the fertilization cost on the Nicholas grove has averaged \$34.60, on all groves \$25.93.

In applying the fertilizer, Mr. Williams uses a trailer fertilizer distributor which works like a lime spreader. It follows a pick-up truck.

The only cultivation the grove receives is a chopper run over it in August to cut down the weed growth

There's no such thing as a weed in the Nicholas grove — it's all cover crop, even the pokeberry bushes. Due to the heavy fertilization the grove has a heavy, dense, rank natural cover crop during the summer months. Mr. Williams believes that this, tending to keep the atmosphere moist and prevent the ground from drying out, helps to control insects.

The supervisor largely trusts in the moist atmosphere engendered by the growing vegetation, which favors natural parasites, and in the stamina



Looking down the rows of 25 year old orange trees in the Stein Grove



# The Citrus Industry

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## CITRUS FRUITS IN THE WAR

Every day we hear it said that this thing or that will win the war. Sometimes it is planes, or tanks, or ships, or guns, or food. In the final analysis, of course, it is men. But these men must be supplied with all the instruments of war — and they must be fed, along with the men who produce the planes, tanks, ships and guns.

It would be too much to say that citrus fruits will win the war, but it is not too much to say that citrus, along with other fruits, will do much to preserve the health and impart strength to the fighting forces and the workers in essential war industries. The part which proper nutrition plays in the health life of the nation is coming to be more and more recognized, and there can be no proper nutrition without the proper and consistent use of fruit.

Citrus growers are being called upon to furnish increasing quantities of fruit to our own fighting forces, to our workers in war industries and, through our products plants, to supply our allies with canned goods and concentrates so vital to their needs. In this situation it behooves growers to see that their production is kept at high level, that fruit of high quality is produced in maximum quantity. Fertilizers should be applied when needed and in such quantity as to insure abundant yield; irrigation should be supplied when necessary; disease and pest control should be the practice in every citrus grove.

Writing along this line, and with a clear view of the importance of citrus fruits in our war economy, the editor of the California Citrograph in a recent issue has this to say:

"Citrus fruit growing is a business. It is one of the vital businesses of this nation. What the fruit growers can and do contribute to the public welfare is not fully appreciated by most of us. Food is an essential in any battle. Deprive a people of its food and it will fall in defeat—no matter how great and how strong its armament.

"The grower must see that his fruit is conserved after he grows it. The portion of the crop which is weak and will not stand shipment the long distance to market must be diverted to the products plants while it is still

in prime condition for manufacture into usable products — canned juice, concentrates, pectin, etc. If held until it is weak and then shipped to market, it may all be wasted. If held for possible shipment and then sent to the products plants, it is partially wasted and some of its value has been lost.

"In the packing plants every care must be taken to see that no fruit which will not hold up until it can be used, is put into boxes. Labor, wraps, shook, nails and shipping space cannot be spared for movement of worthless fruit or fruit which in all likelihood will greatly deteriorate before it reaches its destination.

"The shipping organizations must handle the movement of the crop so as to conserve the buying power of the consumers. The proper amount of fruit must be fed into the market to keep prices on an even keel, to keep the current supply adjusted to the current demand."

That is good advice in peace time — it is vitally important in war time. There never has been a time when growers should pay greater attention to the proper care of their groves. In no way can they do more to contribute their share to the winning of the war and the preservation of our democratic way of life. As growers of an important food product we cannot do "business as usual" nor should we be content to do so if we could — it is imperative that we do much better than usual.

## A GREAT ORGANIZATION

The recent meeting of the Florida State Horticultural Society at West Palm Beach, the fifty-fifth annual meeting of the Society, was a most interesting and valuable convocation of a great organization.

Bringing together as it did many of the leaders among citrus research workers of the state and nation and a host of citrus growers, the many important papers read and the numerous discussions of subjects vital to the interests of the industry, the meeting compared favorably with any of its fifty-four predecessors.

All through the years of its existence the Society has been a bulwark to the industry—never more so than today. Its officers and directors are to be congratulated upon their good work.

This year we are not growing citrus merely with the hope for profit, nor are we growing it for defense — we are growing it for offense.

Proper care of the grove now will have much to do with the crop you hope to harvest next season.

The vitamins contained in your citrus fruit will help to bring Victory to our men in arms.

The better care you give your citrus trees, the better they will care for you.

No money is wasted which goes into the production of better fruit.

# The Problems Of Florida Agriculture And The Part It Can Play In Our Nation's War Effort....

By L. H. KRAMER, Co-Chairman,  
Agricultural Division of Florida  
State Defense Council

I understand this is your 55th Annual Meeting of the Florida State Horticultural Society and I venture to say without fear of contradiction that your members are faced with more serious problems today than at any time during the life of your organization. Each member must realize this.

You, no doubt, will be disappointed in what I am going to say to you because I do not wish to leave you under the impression that you can carry on your business as usual.

You know that we are at war. Total war, and that a serious situation exists today that requires the undivided attention and efforts of each and every one of us, as well as a great deal of sacrifice and many a heartache.

There is no place for selfishness in our All Out War Effort, seeking undue advantages for personal gain over your neighbor, and, as has been said "Nothing But Sweat, Blood and Tears" will do this job, and each and every one of you must assume your responsibility in the united effort to back up our fighting forces by more production of all essential agricultural products.

Our Boys in the Army were not given the choice of "What will they get out of it," but are fighting for us as a patriotic duty to the Country we all love at a great sacrifice to themselves and their families, and because you are not one of them does not permit you to believe you are any exception, thereby permitting you to profit through the misfortune of others.

We are called upon to produce agriculture and livestock in ever increasing quantity and have been asked "Can We Do It." The answer to this by the Agriculture Division of the State Defense Council is, Emphatically, YES— it must be done. We simply cannot afford to fail. Without food, American Food, Britain would have had to give up before now. Without food she cannot go on in the raising of armies and the production of munition. Food is one of our strongest weapons. The lack of food is one of Hitler's great weaknesses.

Food will win the war and write the peace, but I assure you this is not going to be an easy job. If these were normal times, increased production would be easy, but I wish to call your serious attention to the fact that we have grave problems to face to meet the increased production goals, influenced by enormous increased production of war material which is so essential, causing priority, allotment and shortage which affects agriculture production.

I wish to impress upon you three things that are going to affect agriculture in Florida during this emergency and in my judgment it is going to get worse, they are: Material, Transportation and Labor shortages.

Labor, materials and equipment not only will be more difficult to get, but they will be higher in price; the farmer has to pay more for his labor than he did a year ago; more for feed, more for fertilizer, yet in spite of these difficulties, I have no doubt that his production job will be done and done well.

Now what are we in Florida doing about it? The 1941 Florida Legislature passed legislation creating the State Defense Council of Florida. This Defense Council was immediately set up and organized into subdivisions. One of these sub-divisions covers agriculture and livestock under the Chairmanship of Mr. H. B. Pace, Pensacola, Florida and later I was appointed Co-Chairman with Mr. Pace.

This division set up an Advisory Committee consisting of about sixty members from all over the State of Florida, representing all phases of agriculture and livestock, then we set up twenty-five sub-committees, each committee consisting of from 5 to 12 members selected for their knowledge of these particular committee activities from different parts of the state in order to get proper representation.

These committees cover: Spray Materials, Machinery, Fungicides, Insecticides and Mineral Elements. Fertilizer Ingredients and Nitrates. Packing House Supplies and Containers, covering fruit. Vegetable Industry Problems. Fruit Production. Poul-

try and Egg Production. Dairy Products. Marketing. Livestock Production. Field Crops, Farm and Grove Machinery.

Agricultural Products for Industrial Use. Pests. Production Goal of the USDA DEFENSE BOARD. Sugar Products. Bee and Honey Production. Sea Island Cotton Production. Fire Prevention and Protection on Farms and in Rural Areas. Farm Labor. Farm Buildings, Utilization of local Materials, etc. Rural Youth Program. Rural Education Program with special reference to Defense. Livestock Feeds.

Each county has an Agricultural Committee, in all, this division has a personnel of about 750 people actively giving their time and money to serve agriculture and livestock in Florida.

Through the activities of all these committees, we have kept in touch with the situation affecting agriculture and livestock, working with all governmental agencies in a friendly and cooperative spirit, receiving the same consideration in return.

At the present time there does not seem to be any shortage of spray material, insecticides or fungicides, according to our committee — but it must be watched. The tendency will be toward shortages. The committee will take steps when necessary to furnish report, or brief, in support of our requirements to proper governmental agencies. A member of this committee, Mr. R. F. H. Dade is on your program and will elaborate on the insecticide situation.

The vegetable and fruit industry are going to be faced with the three shortages — Material, Transportation and Labor. We must anticipate these shortages and be prepared to meet them or Florida will be seriously affected.

All packing houses and canning plants will be affected by material, transportation and labor shortage even though they have priority. The sooner they intelligently anticipate their requirements for next season the better off they will be, as I am sure they will be called upon for

(Continued on page 12)

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Containing all 10 Vital Elements have grown in popularity constantly because they provide all the ingredients needed to build fine trees and fine crops . . . —

Throughout the entire citrus and truck growing area of Florida Extra Value Brands have demonstrated their ability to aid production . . . —

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**Protect Trees and Crops  
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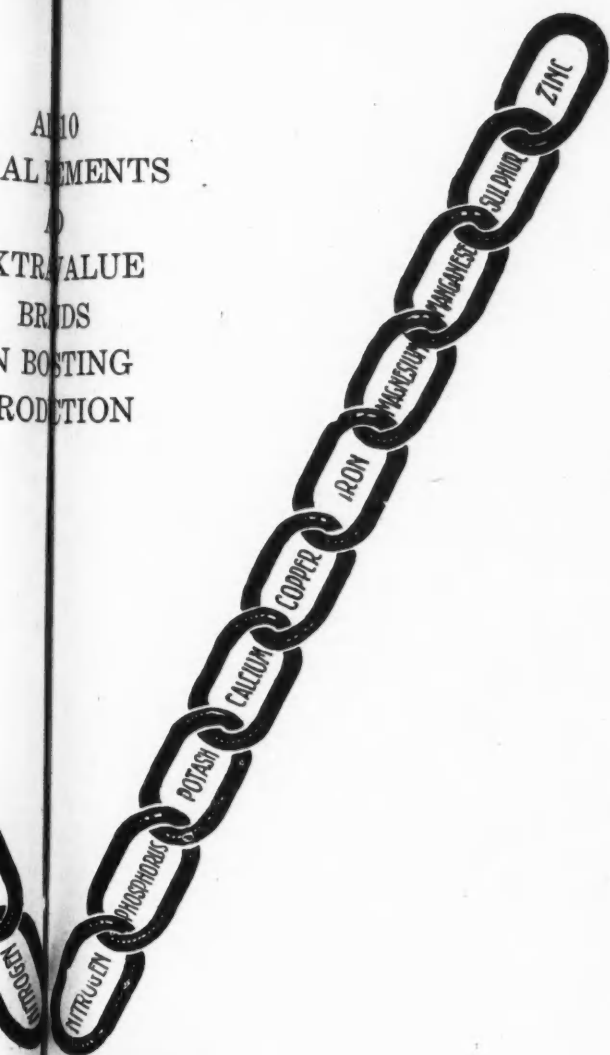
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EXTRA VALUE  
BRANDS  
IN BOOSTING  
PRODUCTION





# THE PROBLEMS OF FLORIDA AGRICULTURE AND THE PART IT CAN PLAY IN OUR NATION'S WAR EFFORT....

(Continued from page 9)

such statistics.

New farm and grove machinery is becoming scarce. Repair parts are available. The War Production Board realizing their importance, has placed them high on priority.

Increased production naturally brings marketing problems, and as these problems arise, they are immediately discussed with proper government authorities who are always ready to do what they can to relieve the situation. Our marketing committee, together with USDA War Board have been, and are, working together on these problems.

We have an active Sugar Production Committee, all of whom are familiar with the sugar production situation as it affects Florida, and are awaiting the opportunity to help work on this problem if given the chance.

Mr. H. I. Mossbarger is a member of the Sub-Committee of the Agriculture Division of the State Defense Council on "Agricultural Products for Industrial Use," he is on your program. This Committee is working on the problem of finding plants suitable to Florida in the production of medicines, etc., which were imported previous to the war. A great deal of thought is being given to this most important subject.

I am sorry that I cannot go more into detail regarding the activities of each of these committees and the results they have obtained, but time will not permit. You can be assured, however, that they are actively looking after your interests.

One of the problems I mentioned is going to be Transportation. The State Defense Council of Florida has a Transportation Division under the able Chairmanship of Mr. Cody Fowler of Tampa, and I am glad to see that you have selected him to talk to you on the subject. I wish to state that he has given my division every cooperation, and will do everything he can to "Keep 'em Rolling".

The State Defense Council of Florida has a Labor Division under the Chairmanship of Mr. Lisle Smith of Haines City, Florida. He has, on a number of occasions, assisted our division, and has the full cooperation of the Federal Unemployment Bureau. Mr. D. B. Kibler, Jr., of Lakeland is Chairman of the Sub-Committee of the Agriculture Division on

Labor, and together, feel they will do what they can to meet any emergency.

Without fair prices, farmers simply can't produce enough for our needs. A farmer can't stay in business indefinitely and lose money any more than a manufacturer can. We want food — lots of it — and to get it the producer must be assured fair prices.

In the situation in which we find ourselves today, we are pleading with the farmers to produce abundantly and as Secretary of Agriculture Claude R. Wickard, states "We are pleading with the rest of the country to see to it that the farmers are rewarded — not punished — for abundant production".

Don't be too eager or over enthusiastic to expand your operation of a permanent nature without first making a careful study and survey to see how it will be affected by the changes in the economic conditions which are bound to take place after the war. Be prepared to be able to meet the changed conditions without the necessity of calling on the government to pull your irons out of the fire.

The war will end sometime. With it will come its reactions, and now is the time for you to be giving some thought to this matter.

Looking ahead for another year, the farm family income will be bigger than for the previous year. Cost of living also will be higher unless fewer consumer goods are bought and more home-grown food and feed is produced and conserved on Florida farms. Production of all food and feed to meet the needs of the family and for livestock should be of first consideration, for as labor shortages develop and transportation becomes more and more curtailed more things will be scarce.

In closing I wish to impress upon you the necessity, and the importance, of your not buying more material, no matter what kind it is, than you can use immediately. Don't try to stock up, as you will be taking it away from someone else. Buy your normal supply.

Do not waste — watch your machinery, keep it in good repair; be prepared to give — not so much "GIMMEE". Don't expect special favors; keep your cost down. Get yourself out of debt. Save, buy War Bonds and Stamps for the rainy day. Love thy Neighbor — go to Church and thank God you are an American and given the opportunity to serve your country.

## "UNCLE JEFF" REMINISCES

(Continued from page 4)

York and the eastern United States were visited by the greatest blizzard of all times in these regions. Roscoe Conkling, a leading statesman in his generation, was one of thousands to perish from exposure. Tornadoes in the Central Valleys a little earlier had killed eight hundred people and wrecked ten thousand buildings. Charleston had undergone an earthquake which took forty-one lives and destroyed property worth five million dollars. Yet to come was the Johnstown flood in Pennsylvania, with its twenty-two hundred and nine fatalities, but the disaster had been predicted by numerous observers who saw how the streams meeting beside the city were receiving more and more obstructions. Yellow fever ravaged the Gulf Coast and raged far inland almost every season, growing epidemic in proportions as Fall approached with the killing frosts which brought the sole relief then known.

Florida had been attacked repeatedly by the dread disease and was to stand another siege during the summer of that self-same eighteen hundred and eighty-eight. Fruit in the orange groves succumbed to a severe freeze only two years earlier and the trees themselves suffered heavy damage. Output that season exceeded a million boxes for the first time and the citrus industry was struggling through its growing pains. Marketing problems had begun to command attention but organizations for dealing with them took shape somewhat slowly. Groves proved alluring, inventors and settlers arrived in droves to take up orange growing, and the state's population started mounting from the less than three hundred and seventy-five thousand it had reached by that time. Finally having overcome the setbacks sustained in the War Between the States and during the reconstruction period that followed, Florida had recently ratified a new constitution and was again on a solid footing. Farming had become a recognized factor in community life and the State Agricultural Experiment Station was established at Lake City during eighteen eighty-seven.

Wisely and well wrought the pioneers who assembled in Ocala that April and left the Florida State Horticultural Society as a heritage to posterity. Broad enough to include every activity dealing with the crops that grow under sunny South-



ern skies, the body's set-up was so narrow that it ruled out seriously controversial discussions. Through good and ill-report, in peace and in war, the organization has held to its course and recently the fifty-fifth annual convention was held at West Palm Beach. Subsidiary and supplementary units which have been added in later years staged their yearly convenings coincidentally. Proceedings in all the sessions naturally reflected the Nation's current conditions as a World War participant.

## Lime Growers Start Sales Campaign

For the first time in their history Florida's Persian Lime growers will aggressively seek to broaden the market for their product this year, according to the Florida Citrus Commission which is charged with handling the advertising and sales promotion campaign.

A committee representing the lime growers composed of Luther Chandler, Goulds, chairman, Carl Piowaty, Princeton, Ivey Futch, Lake Placid and Harvey Henderson, Winter Haven, recommended to the Citrus Commission yesterday that the fund set aside for lime promotion be used primarily in developing nearby southern markets where longer periods of warm weather tend to extend the use of limes over the greater part of the year. This concentrated effort will be supported by sales promotion work in large northern centers where Florida's Persian Limes have enjoyed volume consumption for a number of years, such as New York, Chicago, Baltimore, Washington, etc.

The fund for lime promotion this year amounts to some \$7,000,000, and the sales promotion effort will be made to dove-tail with the peak production months, beginning around July 15th and carrying through till the middle of October.

In pointing out that this year's crop of Persian Limes is 25% to 40% larger than last year, Mr. Chandler stated that "still, the State of Florida alone annually imports more lemons than our total annual production of limes". It is felt that with reduced off-shore supplies from the West Indies and other producing areas, plus the fact that beginning this year Florida's lime crop will be governed by the same rigid maturity laws as administered by the Florida Citrus Commission on other Florida citrus fruits, Florida's larger, juicier Persian limes will go a

## O'Byrne Elected President Florida Horticultural Soc.

The annual election of officers of the Horticultural Society held at the West Palm Beach meeting brought few changes. F. M. O'Byrne, Lake Wales was named president succeeding H. C. Henricksen, Eustis, and Dale Talbert, Vero Beach, was elected vice president filling the vacancy left by O'Byrne's elevation to president.

All other officers were re-elected. The complete roster of Society officers is as follows:

F. M. O'Byrne, president.

Vice President — Earl W. Hartt, Avon Park; Frank Stirling, Ft. Lauderdale; Dale Talbert, Vero Beach; Dr. David Fairchild, honorary, Krome Memorial Institute, Coconut Grove;

long way this year toward broadening the market for larger crops to come in future seasons.

Dr. H. S. Wolfe, Krome Memorial Institute, Homestead; R. A. Carlton, vegetable section, West Palm Beach.

Secretary — Col. Bayard F. Floyd, Davenport.

Assistant Secretary — Ralph P. Thompson, Winter Haven.

Treasurer — Frank L. Holland, Winter Haven.

Sergeant-at-Arms — Frank L. Alexander, Bartow.

Executive Committee — R. S. Edsall, Wabasso, Chairman; C. D. Kime, Gainesville; Lem P. Woods, Jr., Tampa; Floyd L. Wray, Hollywood; W. F. Ward, Brooksville.

## STUDENTS GET FIRST HAND INFORMATION

Following along modern educational lines, Professor Henry Hamilton of the College of Agriculture, University of Florida, recently brought his class in marketing fruits and vegetables to Lakeland headquarters of the Florida Citrus Commission to study, first-hand, the regulatory functions of the Citrus Commission and the advertising and sales promotion methods it employs in merchandising Florida's famous citrus fruits to the nation.

# We've a war to win

and Florida citrus growers have an important job in helping to keep food supplies rolling to the armed forces of our country and our allies, and to the war workers throughout the nation. Produce! Stop waste! Keep your grove in PRO-  
DUCTIVE HEALTH to protect the crop in the making. Let the GULF Field Man in your section tell you how GULF service is aiding your neighbor-growers.



For Everything that  
Grows in Florida... use

**GULF** Brands of  
**FERTILIZER**

The Gulf Fertilizer Company

Tampa and Port Everglades, Florida





## RUST MITES ON CITRUS

(Continued from page 3)

with a good glass and inspect the fruit frequently, particularly during warm dry weather. Of course, one cannot examine every fruit in the grove but on the other hand do not go into your grove, look at a few of the trees near the gate and then get in your car and drive off with a feeling that you have given it adequate inspection. Rust mites may be scarce in one part of the grove and very abundant in another. Therefore, visit all parts of the grove. Rust mites usually appear, particularly on a small tree, first on the southeast corner of the tree where the morning sun hits them. On a fruit fully exposed out in the bright sun look on the shady side for rust mites, i. e., on the side of the fruit towards the tree. On the other hand, on fruit which is shaded by leaves, look on the outside of the fruit. Rust mites want a good supply of light but usually avoid the direct rays of the midday sun.

Those fruits back in the interior of the tree where they are thoroughly shaded from the sun are usually comparatively free from rust mites. With this knowledge of where to find rust mites, go through the grove and if you find that half of the "fields" you examine are infested, it is time to apply remedies. By a "field" we mean that part of the fruit which you can see under the glass without moving it. For this inspection the grower should provide himself with a good hand lens magnifying at least ten times and not over fifteen, as the higher magnifications do not give one a large enough field for rapid work. Such a lens will cost anywhere from a dollar and a half to six or seven dollars, according to the quality. The chief difference is that with the cheaper lenses the edges of the field will appear blurred whereas the more expensive lenses have been corrected for this defect.

Not only rust mites but the 6-spotted mite is giving considerable trouble in many parts of the citrus belt. The 6-spotted mite collects in groups on the undersides of the leaves. This part of the leaf turns yellow and will finally drop. They prefer young leaves of the seasons growth and usually prefer grapefruit to oranges. Growers observing a considerable leaf drop in their groves should examine these newly fallen leaves carefully for the possible presence of 6-spotted mite. The 6-spotted mite is rather variable in color, but usually red and over the colony

there is spun a thin web of silk. Fortunately the control for the 6-spotted mite is the same as that for rust mites; namely, sulfur in some form. On the whole spraying will give better control of 6-spotted mites than will dusting and of course one spraying for 6-spotted mites should be particularly careful to hit the undersides of the leaves which is not as necessary in spraying for rust mites. However, a thorough drenching of the tree with lime sulfur and wettable sulfur combination will control both pests.

One spray should ordinarily be sufficient unless it is too quickly washed off by a heavy rain in which a second application will have to be made to get those mites which have hatched out from the eggs not killed by the first spray. Six spotted mites are not killed quite as readily as are rust mites and their control will call for more careful spraying.

GROWERS AND EXPERTS  
TOUR CITRUS GROVES

(Continued from page 7)

natural cover crops do not grow profusely. Consequently, Mr. Booth cultivates to keep the soil loose to ab-

sorb rainfall and prevent washing.

Here again total cash costs per acre are high, averaging \$80.19, when the state average for five years is \$57.89. Mr. Booth believes in raising all the fruit he possibly can on each tree and each acre. To do this it is necessary to raise his acre costs, but his acre returns more than justify it. He, too, goes heavy on fertilizer, his annual fertilization costs averaging \$38.03 when the comparable state average is \$25.18. Insect and disease control costs \$11.38 in the Stein grove, \$6.96 in all groves; irrigation costs are \$8.87 and \$6.22; cultivation \$6.04 and \$5.44; pruning and removing brush \$2.46 and \$5.91; mowing and chopping cover crop \$1.16 and \$1.60.

This grove also bears out the fact that where the trees are kept healthy and thriving there is less pruning to be done.

When it comes to returns, the slightly higher production costs are more than justified. The Stein grove yields 346 boxes per acre against a state average of 165, each tree producing 5.7 boxes against an average of 2.9. Returns from fruit are \$235.55 per acre against \$102.94 for all record keepers, and net returns to



The handwriting is on the wall—and it spells IMPENDING FERTILIZER MATERIAL SHORTAGES. Will you be ready to meet this serious condition? That's a question every profit conscious grower is asking himself.

And here's the answer. Cultivate COVER CROPS this year above all years. Sure source of nitrogen,

they'll keep your profit-yield up. Get to work now and make your plans.

Best way to success is liberal use of D/P DOLOMITE. This fine calcium-magnesium carbonate keeps pH at productive levels, and adds essential plant foods urgently required for cover crops.

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KEEP 'EM BALANCED!



the grower are \$155.36 against \$45.-05.

Both of these grove supervisors watch their groves carefully and adopt programs which seem best adapted to conditions existing at the time. They realize that it is not possible to lay out cut and dried programs which will work each year. They test their soils to find pH readings, they watch the trees closely to find indications of plant foods needed, and they check on insect pests in the grove before they do any spraying or dusting. Their management pays off at harvest time.

## Texans Make Fruitful Trip To Florida

Texas Farming and Citriculture, published at Harlingen, Texas, contains the following report of a recent visit of Texas citrus growers to the citrus sections of Florida:

The more you learn, the more you learn there is to learn. This sentence may seem slightly confused at a first glance but its truth is what impelled George E. Vance, public relations director of the Exchange, Conrad Kelley of the Stuart Place Citrus Association and John Der of the McAllen Citrus Association to journey to the citrus area of Florida a few weeks ago to obtain first hand information as to the operations of the cooperative citrus associations there and of the harvesting, packing and harvesting procedures of the Florida citrus industry in general.

In addition to this broad objective, our representatives had in mind specifically a brief survey of orchard care-taking as it is practiced in Florida. It had been noted that this phase of cooperative citrus growing has been expanding steadily among the Florida associations, and it was thought that study of the details of the movement would prove valuable in giving cooperative Texas citrus growers who might want it a care-taking service that would prove profitable to them.

### Purposes of the Trip:

1. To see at first hand and observe general conditions in the citrus industry in Florida.
2. To discuss with key employees the various kinds of care taking set

(Continued on page 18)

## TO HELP YOUR TREES YIELD

# Victory Crops

**YOUR GROVES** need extra care and attention during this War. Bigger yields of better quality fruit are more important than ever before. Crops that mean Victory for you... mean Victory for Uncle Sam too. Top-grade fruit that builds your profits also builds the health and vitality of a fighting America.

The selection and use of the best fertilizer is only one practice of good grove management essential to your success. To us, however, supplying your particular plant-food needs is a vitally important job to which we devote the accumulated skill of nearly half a century of manufacturing better fertilizers.

Your V-C Citrus Fertilizers are especially-designed and carefully-prepared for your citrus

crops on your soil. That's why they produce fruit that has the size, shape, color and appearance the market prefers—fruit that has finer texture, better flavor and richer juice under its thin, tough peel.

Start now to make your 1942-43 crop a Victory Crop! Apply V-C Citrus Fertilizer early! This will keep your trees well-fed and vigorous throughout the summer and early fall—keep them storing the vitamins and minerals from which a Victory Crop is made.

See your V-C Representative today! His service to you is based upon complete, reliable, first-hand knowledge of Florida soils and the best methods of crop production. He can help you make every crop a Victory Crop!



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# The LYONIZER

Department

COMPILED BY THE LYONS FERTILIZER CO.

## Reports of Lyons Field Men . . .

### POLK COUNTY J. M. (Jim) Sample

This section received needed rains during the middle of April as some irrigation plants were starting to operate. All varieties of oranges and all tangerines and marsh seedless grapefruit have extra heavy crops of young fruit in the stages of setting. While the early grapefruit bloom is good on the whole, some sections indicate a lighter crop than normal. Copper-wettable sulphur sprays are being applied for the control of melanose and rust mite and zinc is being added to most of these spray applications as a maintenance supply.

### SOUTHWEST FLORIDA F. W. (Felton) Scott

Vegetable crops were looking extremely good until the heavy rains of mid-April. These rains did some damage and at this time it is still difficult to state the extent of the damage.

Citrus groves in this territory are looking better than I have seen them in several years, and all varieties are setting a bumper crop of fruit.

### NORTH CENTRAL FLORIDA V. E. Bourleand

Citrus groves in this section are in fine condition, all trees are setting a heavy crop of fruit for the coming season, and growers are now selling their fruit at very good prices. Taking these factors into consideration it is evident that we are getting along in good shape. Some few growers have already started with their summer application of fertilizer but the major part of this tonnage will be applied in May or June.

### EAST COAST AND LAKE SECTION

The rains during April did considerable damage to all vegetable crops on the lower east coast. However, the season in this section was nearing its end and the actual loss did not amount to a great deal.

### WEST CENTRAL FLORIDA E. A. (Mac) McCartney

We have just had one of the heaviest rains of the year and resulted in considerable damage to

vegetable crops in the Plant City and Webster sections. Fortunately, the strawberry season was just about through and other crops had been harvested to some extent. Citrus growers are making their summer application of fertilizer somewhat earlier this year than formerly and along with their regular fertilizer they are incorporating the necessary secondary plant food elements. It is with pleasure that I can report of growers in Hernando County using a complete spray program.

### PINELLAS AND HILLSBOROUGH COUNTIES C. S. (Charlie) Little

We have had one of the heaviest blooms on all varieties of our citrus trees that I have ever seen. We have plenty of moisture and the trees are in splendid condition so there is no reason for us not to set an unusually heavy crop of fruit. Fruit buyers are very active in this section and are especially interested in marsh seedless grapefruit. The Valencia market is stronger. We are glad to report that in many cases throughout this section that fruit from the groves fertilized with Lyons Fertilizers is bringing above the average prices.

Dr. A. F. Camp of the Citrus Experiment Station recently prepared a report for the Agricultural Division of the State Defense Council of Florida entitled, "A REPORT ON THE NEED FOR SUCH UNUSUAL CHEMICAL MATERIALS AS SALTS OF MAGNESIUM, MANGANESE, COPPER AND ZINC IN FLORIDA AGRICULTURE", that we consider one of the finest pieces of assembled information on these necessary plant food elements. By permission, the Lyons Fertilizer Company has put this information into bulletin form. If you are interested in a copy of this work we will be glad to send you a copy. Address your request to Lyons Fertilizer Company, Tampa, Florida. We sincerely believe that this report should be read by every vegetable and citrus grower in the state.

## Horticultural Hints

Citrus growers will be applying their summer application of fertilizer, for the most part, during May and June. This is the application that will, largely, size and mature the new crop of fruit as well as provide the necessary stimulants for the summer flush of growth. It is therefore important that considerable discretion be attached to this fertilization in the matter of formula and proper secondaries. In this connection, the Lyons Fertilizer Company is in position to offer you the services of a field force of men that are thoroughly schooled in grove care and are competent to advise with you regarding the most suitable fertilizer program for your individual grove property. We invite you to solicit this service.

Reports from all over the state indicate that we are going to have a bumper crop of fruit this fall. To move this fruit to the market during the coming season it will be necessary to take advantage of every known facility, and it is reasonable to predict that the best quality will get the major attention. We are urging all growers to give their groves proper attention this summer to keep it free from the blemishes of diseases and insects. Now is the time to make applications of materials in your spray that will control melanose and rust mite. This is being done with a combination copper-wettable sulphur spray. Furthermore it is advisable to include in this spray sufficient zinc to take care of the requirements of the tree. If you are not thoroughly posted regarding this program you can advise with the Lyons Man in your territory. Later it will probably be necessary to come back with an oil spray to control scale insects. We want to particularly emphasize the importance of oil as we have noticed considerable damage during the past two or three years from the scale insects.

## C. E. Jackson, Jr., Says:

"The use of Lyons Fertilizers and Services has enabled me to consistently produce Large Crops of High Quality Fruit."



The accompanying picture was taken in the grove of Jackson Brothers near Palm Harbor, and shows the manager C. E. Jackson, Jr., inspecting one of the fine trees which go to make up this property.

Mr. Jackson is a well known grove manager and caretaker, and for a long period of years has been a consistent user of Lyons Fertilizers and Lyons services.

We are naturally very proud of the fine production record which Mr. Jackson has maintained throughout the years during which he has relied upon our fertilizers to build fine trees and fine crops for him.

Mr. Jackson's statement noted above indicates his regard for Lyons Fertilizers.

**You Also Can Profit By Using Lyons Fertilizers And Service**

# TEXANS MAKE FRUITFUL TRIP TO FLORIDA

(Continued from page 15)

ups.

3. To find out why they had gone into care of their members' groves.

4. To learn how they went about setting up their various organizations.

5. To discuss the problems, both financial and personal, which arose and which they successfully met during the process of organizing their care taking system.

6. To look into the details of the clerical and accounting procedures.

7. To compare the merits, if any, of the various set ups and determine whether it would be proper for us to go into this class of work.

8. To observe and learn what we could of the harvesting, packing and selling procedures, including labor problems and general wage scale.

The findings are presented in a report made upon the return from Florida to the valley soon after the middle of January. Here they are:

In general we found the care-taking service of the various cooperatives which we visited to be working smoothly and to be a huge success. Everywhere we went they had the same story to tell. Not a one would consider abandoning the care work.



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They found it to be their most useful grower service. Growers were pleased, costs were reduced and tonnage increased in some cases up to one hundred percent. Quality was improved. Everywhere they considered it the most vital and essential part of their cooperative organization.

In every case they had set up a scale of fixed charges for each operation and at the end of the year whatever was left was rebated to the growers. There was no profit made from the care-taking organization. They considered their profits derived from satisfaction to the growers, increased tonnage and improved quality of the fruit.

In every instance also they found it absolutely necessary to own and operate their own machinery and tools. By pooling their resources they found they could actually reduce costs and at the same time do a better job.

It would be impossible to recite all the details in a written report. We can heartily recommend the orchard care service as a feature of a cooperative organization.

Notwithstanding the fact that their soil in Florida is so thin that Valley soil could be used as fertilizer, and notwithstanding the fact that their production costs are far in excess of ours, we found the orchards there to be generally in a fine and healthy condition, much better in appearance than many of ours in the Valley. In spite of the obstacles they have to contend with in Florida,

they are doing a better job of growing trees and fruit than we are. This we feel can be attributed to the better care and attention given these groves and fruit, and this better care and attention has been brought about through the activities of the grower cooperatives.

We visited the following places and talked to the following people: Florence Citrus Growers Association; F. J. Poitras, Manager; Wilbur Charles, Horticulturist; Dick Colley, Accountant and Office Manager.

Haines City Citrus Growers Association; Lauren P. Bice, Manager; Mr. Harold, Horticulturist.

Holly Hill Fruit Products, Inc.; Mr. De Christine, Manager.

Waverly Citrus Growers; William Pederson, Manager.

Lake Wales Citrus Growers Association; William Varn, Manager.

Stanford Fruit Company; J. E. Keefe, Plant Manager; Frank Hall, Sales Manager.

**FOR SALE** — 50 gallon Cowan Root Honey Extractor, price 12 dollars. Louise Cowan, Crescent City, Fla.

**CITRUS TREES** — Fine quality Pineapples, Jaffas, Hamlins, Valencias, Marsh Grapefruit. 1 to 2 inch size sour stock. Prices reasonable. Robt. P. Thornton, % Clayhill Nursery, Box 2880, Tampa, Florida.

**RUBY GRAPEFRUIT**, Patented Red Blush Seedless, high quality prolific. Exclusive Licensed propagators of Florida. Also all standard varieties of citrus on Cleopatra and Sour. Lining out stock sour orange and sweet seedlings. Grand Island Nurseries, Eustis, Florida.

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**SUPERIOR CITRUS TREES** of principal varieties. Also Temples, Persian limes and avocado trees and new varieties of tangelos. Write for prices. Ward's Nursery, Avon Park, Florida.

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**MR. GROWER** — Wouldn't you like to own 40 acres of some of the best citrus land on Merritt Island? No worrying about the cold here. Artesian wells and electric power close. I own 300 acres, am in need of cash, and will sell 40 acres at \$100.00 per acre. See H. G. Hutzler, Orsino, Fla.